

**BROKEN ARROW CONVENTION AND VISITORS' BUREAU MINUTES**  
**February 12, 2007**

**The Broken Arrow Convention and Visitors' Bureau met in regular session in the City Manager Conference Room, on Monday, February 12, 2007, at 2:00 pm.**

**1. Call to Order**

Jeff Hartman called the meeting to order at 2:03 pm.

**2. Roll call and Introduction of Guests**

**Convention and Visitors' Bureau**

<b>Present:</b>	Kate Buster, LaTonya Cundiff, Jo Ellen Clow, Jeff Hartman
<b>Absent:</b>	Patsy Terry, Russell Parker, Tricia Gilmore

**City Staff**

<b>Present:</b>	Lori Hill, Anne Mize, Kim Fields
<b>Absent:</b>	

**Guests**

	Dr. Gary Gerber, Dr. Betty Gerber, Brad Gordon
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**3. General CVB Business**

**a. Consideration and possible acceptance of minutes of the regular meeting of December 11, 2006**

Lori Hill introduced the minutes.

<b>Motion:</b>	<b>Move to approve minutes</b>
<b>Motion by:</b>	Jo Ellen Clow
<b>Second:</b>	Kate Buster
<b>Ayes:</b>	Jo Ellen Clow, Kate Buster, Jeff Hartman, LaTonya Cundiff
<b>Nays:</b>	None

**b. Consideration and possible discussion of FYTD Grant Requests, including presentations by Brad Gordon representing Broken Arrow Adult Softball and Betty Gerber representing Broken Arrow Historical Society.**

Brad Gordon with Broken Arrow Adult Softball presented request for funding at the Indian Springs Adult Softball Sports Complex. Mr. Gordon requests funds for advertising in the *Value News* periodical. The cost for one-quarter page advertising to run for three months is \$750.00. The *Value News* will also run an article on the Indian Springs Sports Complex at no cost. The *Value News* reaches about 50,000 households throughout the

Tulsa Metropolitan area. Mr. Gordon further explained with the revenue generated by tournaments at Indian Springs, additional ball fields could be constructed to bring state, and national tournaments to Broken Arrow.

Mr. Gordon's request also includes funding for shade/windscreen material for the grand stands at a cost of \$2,700.00 and a canopy for the backside of the concession building at a cost of \$1,155.45. The City's Park Department has committed to installation of the canopy.

Dr. Gary Gerber with the Broken Arrow Historical Society presented the possibility of an annual event to bring in funding for non-profit organizations. Currently, local non-profit organizations compete for same monies.

Dr. Betty Gerber explained the event could possibly in the future become a 2-day festival, thus bringing in revenue from hotels and restaurants.

Recommendation made to postpone item pending timeline, donors and detailed event information from the Historical Society.

Dr. Gary Gerber is requesting funds for planning and travel involved searching for the event.

**c. Consideration and possible selection of most advantageous tourism advertising opportunities.**

Lori Hill presented a copy of the *Urban Tulsa Weekly*. *Urban Tulsa Weekly* will produce a "Spring Guide to Tulsa" to be inserted into the publication and distributed to high traffic areas in the Tulsa Metropolitan area. Cost involved for a 1/8 page advertisement in the "Spring Guide to Tulsa" is \$310.00. Reader demographics was discussed.

<b>Motion:</b>	<b>Motion to advertise in the <i>Urban Tulsa Weekly</i></b>
<b>Motion by:</b>	Kate Buster
<b>Second:</b>	LaTonya Cundiff
<b>Ayes:</b>	Jo Ellen Clow, Kate Buster, Jeff Hartman, LaTonya Cundiff
<b>Nays:</b>	None

Lori Hill presented a copy of the *Travelhost* magazine. The *Travelhost* is distributed to 10,700 hotel rooms in the Tulsa Metropolitan area and is a bi-monthly publication. *Travelhost* will print a feature article on Broken Arrow to coincide with the advertisement. Cost involved for 1/6 page advertisement is \$525.00.

<b>Motion:</b>	<b>Motion to advertise in the <i>Travelhost</i> magazine</b>
<b>Motion by:</b>	Kate Buster
<b>Second:</b>	Jo Ellen Clow
<b>Ayes:</b>	Jo Ellen Clow, Kate Buster, Jeff Hartman, LaTonya Cundiff
<b>Nays:</b>	None

Lori Hill presented advertising in the *Green Country Marketing Association*. This publication is produced by the *Daily Oklahoman*. Circulation is 300,000 pieces and is inserted into several “feeder cities” news publications. The insert is a one-time publication.

<b>Motion:</b>	<b>Motion to advertise in the <i>Green Country Marketing Association</i></b>
<b>Motion by:</b>	LaTonya Cundiff
<b>Second:</b>	Jeff Hartman
<b>Ayes:</b>	Jo Ellen Clow, Kate Buster, Jeff Hartman, LaTonya Cundiff
<b>Nays:</b>	None

Lori Hill presented a copy of the *Community Spirit*. Reader demographics was discussed. The April “travel” issue will focus on Broken Arrow. This publication is found in hospitals, restaurants, schools, and church lobbies.

<b>Motion:</b>	<b>Motion to continue discussion on advertising in the <i>Community Spirit</i> until next meeting</b>
<b>Motion by:</b>	Kate Buster
<b>Second:</b>	LaTonya Cundiff
<b>Ayes:</b>	Jo Ellen Clow, Kate Buster, Jeff Hartman, LaTonya Cundiff
<b>Nays:</b>	None

**d. Consideration and possible approval of Oklahoma Centennial Bench.**

Lori Hill presented information and pictures of the Oklahoma Centennial bench. The bench is made of steel and is 100 inches long. Production will be held to 100 benches to commemorate Oklahoma’s Centennial. Cost involved is \$1,095.00 per bench. Ms. Hill proposed donating the bench including plaque.

<b>Motion:</b>	<b>Motion to purchase (1) Oklahoma Centennial bench</b>
<b>Motion by:</b>	LaTonya Cundiff
<b>Second:</b>	Kate Buster
<b>Ayes:</b>	Jo Ellen Clow, Kate Buster, Jeff Hartman, LaTonya Cundiff
<b>Nays:</b>	None

**4. Tourism Director’s Report including updates on the following:**

**a. Retreat Recommendations**

Lori Hill introduced the CVB Annual Board Retreat Overview and Recommendations. The recommendation was made to develop by-laws. Ms. Hill is working with the City Clerk’s office to locate existing by-laws.

The formation of sub-committees was discussed. Anne Mize made the recommendation to continue discussion at the next meeting.

**b. Visitors Guide**

Lori Hill introduced the final draft for corrections.

**c. Year to Date Fiscal Budget**

Lori Hill introduced the item detailing the budget. Current unencumbered balance is \$104, 940.28.

**d. Updated Hotel/Motel Tax Receipts**

Lori Hill introduced the report. Receipts up 45% over January 2006.

**5. Remarks and Inquiries from CVB Members**

None

**6. Adjournment**

<b>Motion:</b>	<b>Move to adjourn</b>
<b>Motion by:</b>	Jo Ellen Clow
<b>Second by:</b>	LaTonya Cundiff
<b>Ayes:</b>	Jo Ellen Clow, Jeff Hartman, Kate Buster, LaTonya Cundiff
<b>Nays:</b>	None

**The meeting adjourned at the noted time of 3:22 p.m.**

**Signed:**\_\_\_\_\_ **Date:** \_\_\_\_\_